PREFERABLE VERSION:

TENNESSEE
DEPARTMENT OF ECONOMIC & COMMUNITY DEVELOPMENT
With Department tag

TENNESSEE
Without Deptment tag

TENNESSEE
Abstract Design

PANTONE 187C
CMYK: C0 M100 Y79 K20
RGB: R196 G18 B48
WEB: #C41230

✳ Note
If one color is the only option Pantone 187C is the preferable color.

OTHER OPTIONS:

TENNESSEE
DEPARTMENT OF ECONOMIC & COMMUNITY DEVELOPMENT

TENNESSEE

BLACK
CMYK: C0 M0 Y0 K100
RGB: R30 G30 B30
WEB: #1E1E1E

✳ Note
The logo may appear in 100% Black for all black and white ads or when budget constraints are an issue.
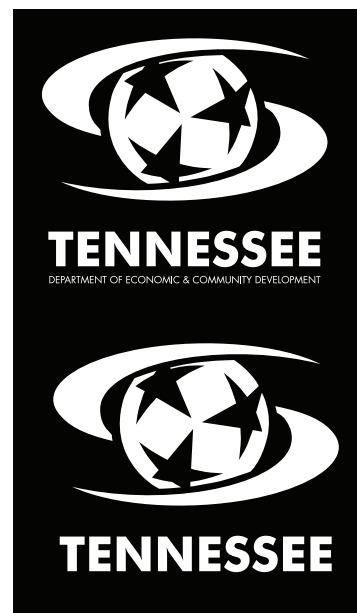
TENNESSEE
DEPARTMENT OF ECONOMIC & COMMUNITY DEVELOPMENT

TENNESSEE

PANTONE 187C
CMYK: C0 M100 Y79 K20
RGB: R196 G18 B48
WEB: #C41230

BLACK
CMYK: C0 M0 Y0 K100
RGB: R30 G30 B30
WEB: #1E1E1E

TENNESSEE
DEPARTMENT OF ECONOMIC & COMMUNITY DEVELOPMENT

TENNESSEE

WHITE (REVERSE)
CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
WEB: #FFFFFF

✳ Note
The logo may also be reversed out of a dark background.

✳ Note
The *text only* logo may also be used in the following versons:

TENNESSEE
DEPARTMENT OF ECONOMIC & COMMUNITY DEVELOPMENT

TENNESSEE
DEPARTMENT OF ECONOMIC & COMMUNITY DEVELOPMENT

TENNESSEE
DEPARTMENT OF ECONOMIC & COMMUNITY DEVELOPMENT

✳ Note
1. You may enlarge or reduce the logo as a whole but do not alter the relationship between the elements.

2. Always use primary and secondary colors at 100%.

3. All red is the preferable version.

4. The logo may appear in all black or reversed white on black for black and white printings or when budget constraints are an issue.

5. The text only logo may be used size constraints or design permits.

LOGO COLOR

✳ Note

Besides the three primary colors of red, black and white there are also four secondary colors which will allow for several color combinatons. The following principles should be considered when choosing from these colors:

1. Always use colors that contrast each other.

2. Always use color to make the type legible. Never use light on light or dark on dark.

3. When choosing colors, let one color be dominant and the other colors compliment and contrast with the logo.

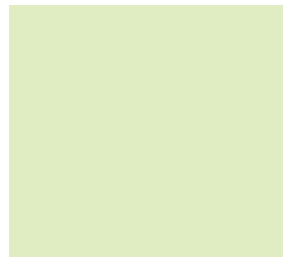4. Never used red on top of green or vise versa.

PANTONE 367 PC
CMYK: C32 M0 Y59 K0
RGB: R179 G216 B140
WEB: #B3D88C

PANTONE 365 PC
CMYK: C12 M0 Y29 K0
RGB: R225 G237 B195
WEB: #E1EDC3

PANTONE 542 PC
CMYK: C62 M22 Y0 K3
RGB: R85 G159 B211
WEB: #569FD3

PANTONE 8005 C
CMYK: C42 M48 Y66 K16
RGB: R139 G116 B90
WEB: #8B745A

✳ Note

OTHER POSSIBLE COLOR COMBINATIONS: When choosing colors, make sure one color is dominant and the other colors complement and contrast with it.

TENNESSEE

DEPARTMENT OF ECONOMIC & COMMUNITY DEVELOPMENT

TENNESSEE

FUTURA BOLD

**ABCDEFGHIJKLMN
OPQRSTUVWXY
1234567890
!@#$%^&*()**

DEPARTMENT OF ECONOMIC & COMMUNITY DEVELOPMENT

FUTURA BOOK

ABCDEFGHIJKLMN
OPQRSTUVWXY
1234567890
!@#$%^&*()

TENNESSEE

DEPARTMENT OF ECONOMIC & COMMUNITY DEVELOPMENT   DEPARTMENT OF ECONOMIC & COMMUNITY DEVELOPMENT

Space between "TENNESSEE" and Department title should equal the height of the Department title text.

TENNESSEE

DEPARTMENT OF ECONOMIC & COMMUNITY DEVELOPMENT

For the "TENNESSEE" portion of the logo the leading is set on auto with an 18 pt. tracking.

"Department" portion of the logo is approxiamately 1/5 the point size of the "TENNESSEE" portion (ie If "TENNESSEE" is 40 pt. then the "Department" portion is 8 pt.)